



**Good Business Charter**

Our Brand - Accredited Organisations

# Contents

Welcome	3
Document Intent	3
The Use of Brand Materials	3
Setting The Scene	5
Our DNA	5
Our Purpose	6
How We Operate	6
What We Do	6
Our Vision	7
Our Mission	7
Logo	9
Colour	13
Components	15
PR Support	15

## Welcome

Since you are holding this guide and reading these words, we're trusting you with our very identity: our brand.

We aren't interested in all of the buzzwords and catchphrases and marketing jargon surrounding the word brand. But we do care about what people think about us. We care about our reputation. We care about building great relationships. We are passionate about being a centring force in people's lives.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realise our vision, and reinforce our brand. It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Whether you are a new team member, an outside designer, or one of our amazing members, thank you for helping us achieve our goals and pursue our mission to recognise, encourage and champion responsible business behaviour regardless of size or sector.

## Document Intent

This abbreviated style guide is specifically for our Accredited Organisations, who are authorised to work with the Good Business Charter brand.

The standards, guidelines, and references within this document are grounded in 40 years of responsible business behaviour by our founder Julian Richer.

Our intent with this guide is not to restrict your creativity, but to support you with the elements that you need to create consistent, coordinated content across multiple channels. By utilising these resources, and adhering to the guidelines within, you'll have the necessary tools to promote your accreditation, whilst still reflecting the GBC brand, every time.

Please refer back to this document often, as it highlights the key requirements for our brand. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this document, or would like further information about our full brand guidelines, please don't hesitate to reach out to us at [info@goodbusinesscharter.com](mailto:info@goodbusinesscharter.com)

## The Use of Brand Materials

We are reasonable people—and open to most things—but when it comes to our brand, our reputation, we maintain strict control. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorisation to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way.

The approval process for materials and implementations of our brand will vary. Please contact an authorised GBC representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.



## Setting The Scene

### Capitalism

An economic system based on the private ownership of the means of production and their operation for profit.

By definition, capitalism is based on greed. And to date, it's been easy for leaders who make more money to gain more power.

Inevitably this has led to employees being overworked, underpaid, unhappy, unrepresented and customers buying low quality products and services which harm the businesses who produce them and the environment.

### Ethical Capitalism

Now, employers have a duty towards their employees and society as a whole to operate responsibly. We now know that ethically run businesses are more efficient, more motivated and more innovative than those that only care about the bottom line.

## Our DNA

### Our Manifesto

We believe that capitalism can be good for everyone when balanced with responsible practice.

We believe that people want to shop with, work for and invest in responsible businesses.

We believe that commitment to the 10 components of 'Good Business' should be an entry-point for business, not an aspiration.

We believe that business leaders should be encouraged to behave responsibly and that those that don't, should be called out.

### **We are the Good Business Charter**

Responsible Business Behaviour



## Our Purpose

**The Good Business Charter exists to improve the lives of consumers, employees and society as a whole.**

## How We Operate

**We help consumers find responsible businesses, employees find better employers and award accreditation only to organisations who commit to all 10 components of a 'Good Business'**

## What We Do

**We recognise, encourage and champion responsible business behaviour regardless of size or sector.**

## **Our Vision**

**To create a new minimum standard of working and living.**

## **Our Mission**

**We will equip every business leader, consumer and employee to recognise, encourage and champion responsible business behaviour by giving them a benchmark for 'Good Business' that is accessible to all.**







## Logo

### Primary Logo

The heart, soul, and centre of our brand identity. Our logo and the Accreditation Stamp are how consumers recognise responsible products, employers or even people. It's a promise of adherence to our 10 components of a good business. As such, it is vital that our logos are presented correctly in every execution. This section covers these guidelines. Any use of our brand logos outside of, or conflicting with, the contents of this section will be considered unauthorised. Our logo and the Accreditation Stamp are carefully created pieces of artwork that should not be altered in any way.

### Colour Variations

Each brand logo has several colour variations for use on different background types, tones, and colours. When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used taking into consideration the viewing distance of the media.



## Logo

### Accreditation Stamp

It is important that our members show their accreditation to their employees, customers, suppliers and other stakeholders to recognise, encourage and champion responsible business behaviour. It's good for members, consumers and society as a whole.

To ensure maximum legibility and adherence to the Brand Guidelines, you must use the logos as supplied to you, with preference given to the full colour versions - white elements on a black background or black elements on a white background. This helps maximise accessibility and reduces the risk of using the stamp in an unauthorised way.

The stamp is also available in single colour versions - transparent elements on a black background or transparent elements on a white background. These are for use in exceptional circumstances, when single-colour artwork is required.

As a guide for sizing, the Accreditation Stamp should be shown at a minimum of 25mm or 100 pixels wide.

If you have any questions about the use of the Accreditation Stamp, please contact the team for further support.



## Logo

### Approved Logo Usage - Including The Accreditation Stamp

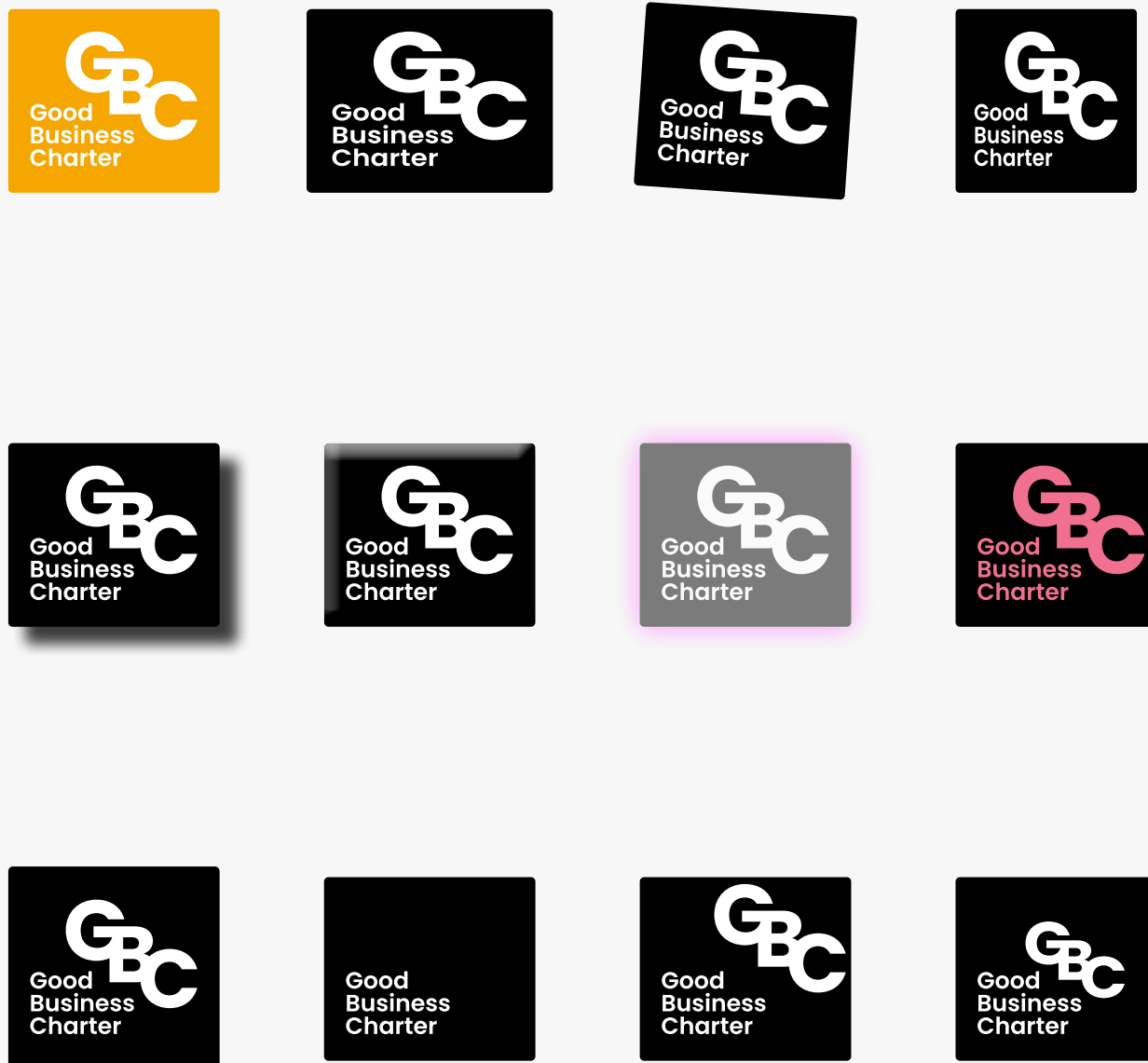
Placement of the logo on canvas is vital to a consistent visual style. Where our logo is placed communicates a great deal about our brand's visual style. In this chapter, you will find high-level guidance on how the logo should be positioned on a variety of touchpoints and media.

As a general rule, our logo should not be centred in an area. We typically favour a left-aligned layout with the logo aligned to the primary grid line—the spine.

Exceptions to this rule will inevitably surface. When in doubt, connect with a member of our team to review your situation.

Below are some common errors with examples on the page:

- Do not stretch, squash, skew, or distort the logo in any way.
- Do not edit the logo colour, use an off-brand color, or reduce the logo opacity.
- Do not add graphic effects to the logo, including drop shadows.
- Do not place the logo on a high-contrast pattern or busy photograph.
- Do not change the layout or relationship between logo elements.
- Do not encroach on the required clear space surrounding the logo.









# Colour

## Primary Colour Palette

Colour sets us apart & helps to invoke emotion. The colours we've chosen for our brand is a key factor in differentiation and brand recognition. As such, it is vital that our colours are reproduced faithfully and combined in the right way. This section covers these guidelines.

Any colour outside of those outlined within this section will be considered unauthorised.

The consistent use of colour is vital to effective brand recognition. Our brand should always be represented in one of the colours on this page, aside from specific recommendations within this guide. Do not use any other/ unauthorised colours.

## Using White & Black

Black and white are vital components to the brand palette. Both white and black are used to define space on the page, on the and on the website. Create high contrast by combining both: perfect for legible typography. This guide serves as an example of this.

<div> <div>HEX</div> <div>#000000</div> </div> <div> <div>CMYK</div> <div>C 40%</div> <div>M 40%</div> </div> <div> <div>Y 40%</div> <div>K 100%</div> </div> <div> <div>RGB</div> <div>R 0</div> <div>G 0</div> <div>B 0</div> </div>	<div> <div>HEX</div> <div>#F9F9F9</div> </div> <div> <div>CMYK</div> <div>C 2%</div> <div>M 1%</div> </div> <div> <div>Y 2%</div> <div>K 0%</div> </div> <div> <div>RGB</div> <div>R 249</div> <div>G 249</div> <div>B 249</div> </div>	<div> <div>HEX</div> <div>#FFFFFF</div> </div> <div> <div>CMYK</div> <div>C 0%</div> <div>M 0%</div> </div> <div> <div>Y 0%</div> <div>K 0%</div> </div> <div> <div>RGB</div> <div>R 255</div> <div>G 255</div> <div>B 255</div> </div>
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# Colour

## Secondary Colour Palette

We get it: one colour is not enough for many situations. While the brand logo should be represented in our primary colours, this palette can be used for other executions that require a different emotional approach and to represent our 10 components of good business.

Always use black on colour.

Each colour on this page is approved for use and should not be altered, made transparent or tinted in any way as it has been stress tested for contrast and accessibility.

<p>HEX #29AB61</p>	<p>CMYK C 74% M 0% Y 67% K 0%</p>	<p>RGB R 41 G 171 B 97</p>
<p>HEX #FF738A</p>	<p>CMYK C 0% M 59% Y 22% K 0%</p>	<p>RGB R 255 G 115 B 138</p>
<p>HEX #5C96EB</p>	<p>CMYK C 59% M 27% Y 0% K 0%</p>	<p>RGB R 92 G 150 B 235</p>
<p>HEX #FFB838</p>	<p>CMYK C 0% M 27% Y 75% K 0%</p>	<p>RGB R 255 G 184 B 56</p>
<p>HEX #C980FF</p>	<p>CMYK C 31% M 46% Y 0% K 0%</p>	<p>RGB R 201 G 128 B 255</p>

## Our 10 Components

### Component Tiles

Our 10 components of good business are represented by a set of tiles and icons using our secondary colour palette.

These should not be altered, stretched, skewed, recoloured or otherwise. If using the components individually, please ensure that sufficient white space is maintained between the tiles to ensure accessibility on screen and in print.

### PR Support

One of the most important things that you can now do is publicise your accreditation, to help raise awareness and drive customers to your door.

There are a number of assets available to help you spread the word across multiple channels, all available in the [Dropbox folder](#).

Please do get in touch with us if you have any questions, or ideas you may have about promoting the Good Business Charter across your networks.





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